

## THE IMPROVEMENT OF COMMUNICATION'S MECHANISMS IN THE SPHERE OF TENDERS' ACCOMODATION

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**Abstract:** The article is analyzed a communicative act between subjects during their work with documents. The priority condition of the market has become a large-scale tenders in almost all areas of the economy and social sphere. The ability of good communication can bring great economic benefits to organizations today.

**Keywords:** communication, document communication, tender, sender, recipient, procurement.

Today the monotonous stream of the information interests the person less and accordingly influences him insignificantly. At the same time original information streams cause the increasing interest. There is a transition of society to a new step of informational consciousness. During last decades of the 20<sup>th</sup> century there was a huge increase in a stream of information and qualitative change of its structure. In these conditions it is necessary for a person to learn not only acquire information, but also to be able to transform it into knowledge. In that case, consumption of the information should become active, selective, estimated, providing intellectual development of the person. Thereby there is a need for new forms of communication. [3]

In the first half of the 20<sup>th</sup> century there was a big qualitative leap in the development of science and technology, new hardware devices appeared, that is why transferring great volumes of the information in a short time became possible. So, the concept "mass communication" slowly began to enter ordinary life.

Today there are different kinds and forms of information. Some forms are necessary for managers (industrial, economic, social, political, etc.), other forms of information collect during activity (actual, accumulative), the third form of information promotes the manager (knowledge, skills, skills to address with modern technical facilities: faxes, fixed location phones and mobile phones, pagers, audio-and the video equipment, copiers, e-mail and the Internet). These forms differ from each other special systems of coding of the message. [1]

The concept "*communication*" includes some meanings. First, it is a communications (for example, air or water communications), secondly, it is the form of communication (for example, radio, telegraph and so on), thirdly, " it is a way process of transfer of information by hardware – mass media communication (a press, radio, a cinema, TV and other), at last, fourthly, communication is expressed with the act of dialog, communication between two or more individuals, the message of information from one person to another ". [2]

But as quickly it would not be developed IT - technologies and data transmission was carried out by electronic way all of us equally collided with some things, which cannot pass quickly and qualitatively from material carriers into virtual. The document concerns to such "things". In fact, it within the competence of a mass communication figures very important function, simultaneously involve mean of social dialogue, and mean of preservation of the received knowledge and social experience. And also is a regulation of a public life.

Concept, which is exist "document communication ", " system of document communications ", " document-communication system" are basic for scientific discipline of

documentation and they are only in the formative stage. *Document communication* is called communication, which is conditional on presence of the document and based on an exchange of documents between two and more people.

The document has arisen and now it exists in document-communication process between objects of the real world, where from one subject (sender) to another (recipient) is transferred document information that is information, which containing in the document.

Transfer of document information in society is called social document communication. Its sender and the recipient is a person or group of people, society at large. In social document communication document information, play the role of communication medium, is fixed on the material carrier. [4]

Document communication is considered as fulfilled only in that case, when the recipient (consumer) has received the information, coded on the material carrier, which was sent by communicant, and decoded it.

There is a new form of communications between commercial organizations and state institutions. Its name is procurement or in a different way "art of purchase" - the doctrine is not as new as it can seem. Its history has been going on since the times of Great Roman empire, when on shoulders of procurators (which in the further carried out even functions of vicars, we will recollect the same Pontius Pilate) laid one of the major functions of provision numerous legions with all necessary, beginning with provisions and finishing with equipment for army. Though, in those days, it is natural, nobody thought about making the procurement a social science yet. [1]

Then, after many years, both political and economic system has changed and for their servicing were required new methods in economy. As in military science, during centuries, the weapon and the reservation has been developing in confrontation, so, in sphere of business sellers competed with purchasers. And there is some tendency, according to which: more strongly market relations developed than the role of the seller became more important.

However for maximization of profit it is important not only to sell production (the goods of work and service) at a high price, but also not to take a bath for its manufacturing or purchase. Therefore, skilful supply agents were appreciated all times, who are capable to find necessary resource and come to an agreement with the seller about the best of existing conditions of his purchase. By the way, this class of experts existed and in " non-market" Soviet Union, indeed, they have a little bit others tasks, first of all - production of scarce resources.

Procurement it is the scope of methods, allowing as much as possible effectively to satisfy needs of the organization (customer) for the goods, works, services.

One of the basic tools of procurement is competitive purchases, first of all the bidding (competitions, tenders).

In state, public, commercial structures administrative instructions define to whom, with whom, in what time and on what form to communicate. The strictly structure is formalized and closed, the better instructive documents are worked out in detail, planning and a direction of information organize on strictly certain channels, having ordered forms. [2]

The formalized schemes of exchange of information lose its considerable part and consequently should be corrected periodically with a glance of occurring changes in structure of communicative system (subjects, channels of the communications), and also, in surrounding it social, economic, legal and other environments.

One of ways of formalization of the information are blanks, forms which are necessary for filling and sending for those, who will participate in the government purchases, at the address of tender committee in target dates. Instructions on filling are placed and on forms, and in special manuals. There are cases, where these forms can be appropriate; required quantity of filled copies; addresses of mailing; the names of persons, who are responsible for filling of sections or the whole blank and additional information. [1]

However there is an obvious problem, which it is necessary to mention: realization of communication by the use of technical facilities deprives participants of communications of effect of "live chart ". Notably: written message put obstacles in a way to mutual understanding. If addressees of written interaction do not know each other, than text become depersonalized completely. Wrong or incomplete understanding of the maintenance of the message can be caused both or redundancy of information, carried into the message. Often there is not enough time for redundancy of information. That is why, specialists can not to process, transfer and comprehend completely. Redundancy is created because of recurrence of the same messages in various forms on many channels. Quite often, participants of the tenders mark inconvenience of filled forms. The same remarks come from tender committee, which notices, that some information is duplicated needlessly, some is, on the contrary, insufficiently opened or, in general, is absent. It leads to situation that sometimes questions can appear and it becomes difficult to define the winner of the tenders. It is possible to refer to the above-listed shortcomings an absence of flexibility of the documentation. On basis of scientific sources, social researches and popular sources it has been noticed, that today the problem of the competitive documentation is essential and important. In fact today there are special organizations, which field connected with the question of decreasing redundant information of the competitive documentation. In documents, which prepare for participation in tender, the part of information, which the company management considers unnecessary to disclose, is missed, the part is embellished, and the part is made comments in the right way, developed under an advantageous corner, intensify.

If tender committee suspect that received message has an element of bias, it is necessary to receive the information iteratively from other source, which have the opposite point of view, so that, in future period, having compared them, to define the reason of tendentiousness. It is necessary to spend a quantity of time again.

The majority of organizations develop plans of exchange of information and detailed elaboration of channels of its distribution. Such plans, which have to have obligatory nature of fulfillment, have to be obligatory for different subdivision, services and officials, to become an effective tool of realization of information interchange. They are closely connected by formal system of imperious powers in the organization. The hierarchical structure, which delegate authority to supervise process of information interchange and regulation of channels of passing of information, sharply strengthens the imperious functions. [4]

That today processes of the competitive tenders make successful headway and communicative act, which is necessary for it took place it is required to watch that documentation for tender qualitatively passed all the stages, which exist in the model of document communication: communicant and recipient. For this task it is necessary to have the serviceable techniques, appropriate programs and systems of protection of information is necessary, the competent experts having both knowledge and experience in the field of the government purchases, and also it is necessary to stop methods of corruption and dishonest actions from participants and the customer. And also to understand, that there is an integral aspect of Electronic Document Management on which it is necessary to spend some time, though it is required much less time, than by mail, but all the same the effect of alive communication has evident advantages before electronic in a question of government purchases. It is necessary to prevent every possible "line interference" which interrupt good communication of subjects of the tenders.

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